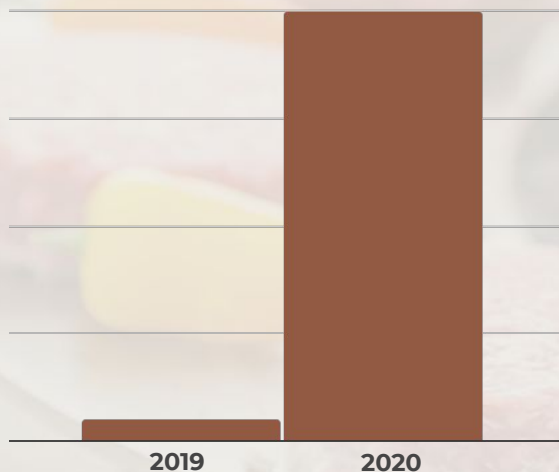




Smoking-Hot Digital Growth (minus the smoke)

BREED: CREATOR OF THE SMOKELESS FIRE PIT

BREEO ANNUAL REVENUE



Surpassing annual revenue target in a single month

Breeo pioneered the first smokeless wood-burning fire pit nearly a decade ago. Sparked by this breakthrough, Breeo expanded its product line to bring outdoor-lovers and barbequers the “ultimate campfire experience.”

The company began selling directly to consumers for the first time in 2019. Fueled by a strong appetite for growth, Breeo partnered with Big Tree to cook up a digital marketing strategy to build awareness and drive sales.

In less than a year, Big Tree used digital ads and analytics to help Breeo torch even its most ambitious goals.

Results were 5x better than *best-case* projections.

Breeo repeatedly posted sales in individual *months* that exceeded its *yearly* revenue target for 2020.

20xRevenue
increase**11x**Website traffic
increase



Flexible ad budget ignites quick ramp-up

Breco sensed big growth opportunities.

Big Tree *quantified* them by gauging the relevant online search, shopping, social media, and competitor traffic – and calculating what it'd cost to reach those customers.

Big Tree proposed a flexible advertising budget to accelerate growth. Rather than a fixed monthly cap, focus on the return on ad spend (ROAS).

If campaigns exceed expectations, why leave untapped growth smoldering? Breco agreed, and positive initial tests led to a lightning-fast ramp-up.



Big Tree consistently achieved a **return on ad spend (ROAS)** 2x or more than Breeo's target

Ad campaigns more than double ROI targets

Big Tree tracked user journeys with analytics to learn how multiple ad platforms intersect. Instead of “blind spots” from relying on each platform’s data in isolation, Big Tree can attribute ad-driven revenue more accurately and thus calculate return on ad spend with greater clarity.

For this reason, Breeo gave Big Tree freedom to choose advertising platforms, content, and budgets to maximize growth, which let Big Tree rapidly identify profitable approaches.

The result: Breeo’s advertising remains highly profitable across all channels, and Big Tree continually optimizes each platform to maintain returns well above Breeo’s targets.



Beyond keywords & clicks: Finding new audiences

One of Big Tree's strengths is finding new customers to pursue and recommending which platforms, audiences, and content to test.

Big Tree ran experiments with look-alike and affinity audiences on social media to learn more about Breeo's customers. This involved testing ad sequences and messages, highly targeted content, and communicating more effectively based on data, not guesswork.

These efforts filled Breeo's sales funnel with new prospects that weren't being reached before. As awareness grew via social media, it also drove **more free branded search traffic** – a **20x increase** in people looking for Breeo's products.

The combined lift of paid search and social also produced blazing results from **Google shopping campaigns**, whose **monthly revenue increased 110x**.



Right traffic + website performance = skyrocketing revenue

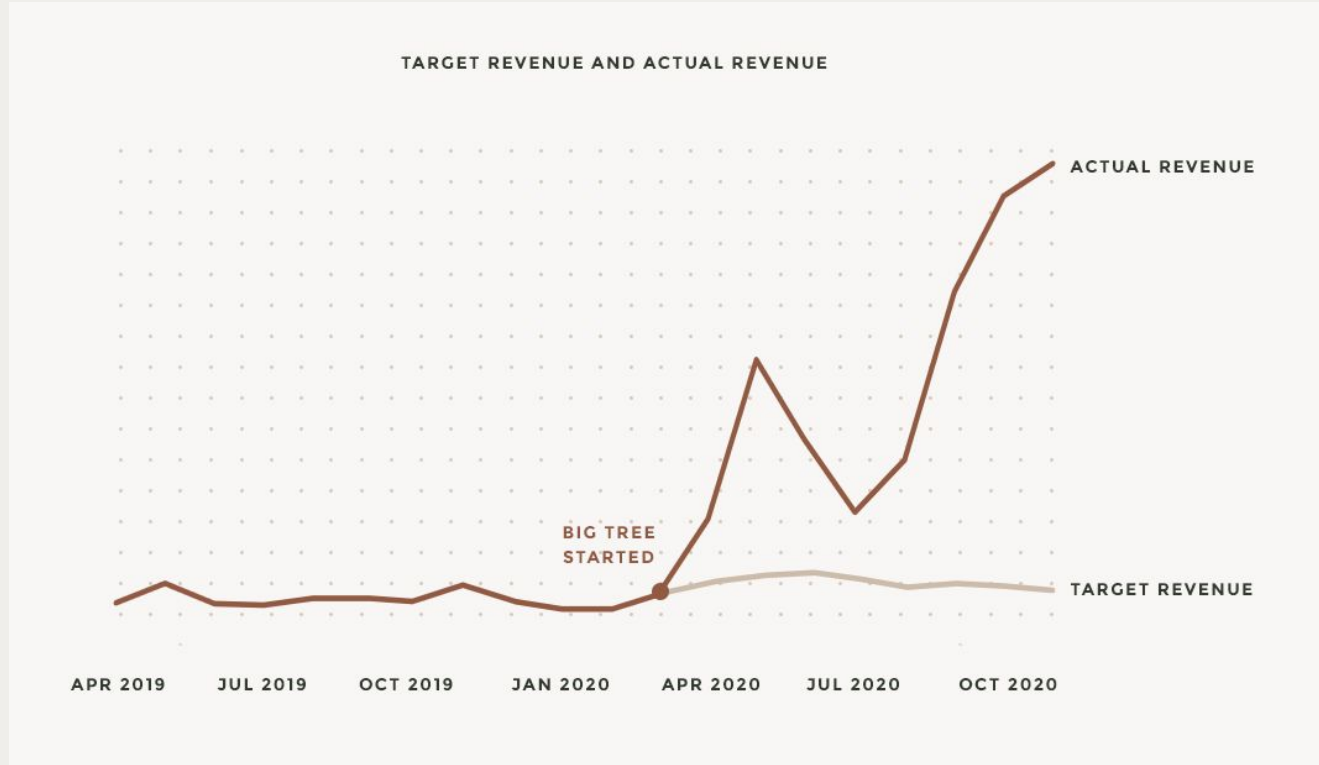
To ensure all this new traffic didn't go up in flames, Big Tree helped Breeo improve website performance with conversion rate optimization, SEO, and other UX fixes. The proof of success:

70% of Breeo's website visits are paid traffic from Google, Bing, Facebook, Instagram, and Pinterest (55x increase)

Conversion rates increased 176%
(doubly impressive given the scale of awareness-generation efforts, which drove many "cold" prospects to Breeo's site - a.k.a. people in need of a fire pit)

...continued

Breeo's e-commerce revenue surged ahead of targets after Big Tree began, even with normal seasonality during summer



“Big Tree is the greatest agency I have ever worked with.”



“Their approach from the beginning has lacked the typical hype and bluster that characterizes the agency world. They are direct, honest, and incredibly talented.

“Their approach to team building and project management allows the client to experience the same level of quality regardless of which team member is involved. Consistency is everything, and Big Tree is very consistent.

“Big Tree played a crucial role in Breeo's growth in ecommerce, as evidenced by the numbers in this report. I trust their team to always look out for Breeo and never tell us something that isn't true just because we want to hear it.”

JONATHAN MILLER

Co-founder Breeo, LLC

How can Big Tree help achieve your digital growth goals?

[BIGTREEONLINE.COM](https://www.bigtreeonline.com)

800-209-4009